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If you are interested in contributing or nominating Realtors for certain stories, please email us at eliza.piotrowski@realproducersmag.com

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» high rollers

Written by **Elizabeth McCabe**
Photographs by **Neon Sun Photography**

Dale and Mary

Dale Snyder & Mary Preheim

at Team Driven Real Estate

Success Has Them in the Driver's Seat!

REALTORS® Dale Snyder and Mary Preheim at Team Driven Real Estate at Keller Williams Realty are a winning combination for success. Their combined career volume is 880 million dollars, with a total of 2700 homes.

Dale, founder and CEO of Team Driven Real Estate entered real estate in 2005 and is currently involved with the Keller Williams MAPS Coaching program. As a premier business

coach, he teaches brokers and agents nationwide how to grow and run their real estate businesses.

In 2016, Dale partnered with Mary, one of the top-rated female agents in Nevada, and expanded into Henderson. Mary, who works as the Team Lead for The Preheim Group, has been a REALTOR® since 2008. Prior to that, she excelled in the mortgage industry, which has been foundational to transitioning to real estate.

“Understanding the financing side has been invaluable to my clients in their transactions,” says Mary. “I have been on the changing market roller coaster seeing both extreme highs and lows since I began in the mortgage industry in 2003.” When the market crashed during the Great Recession, Mary embraced optimism. She explains, “I saw it as an opportunity to revamp, revise, and rebuild my business.”

Together, Dale, Mary, and REALTOR® Erin Camp on Team Driven Real Estate are a solid team. With multiple seasoned minds and decades of experience in real estate, they are able to problem-solve, assess situations, and find winning solutions for all parties.

As Dale says, “There are very few things we haven’t gone through, yet we will always see new problems to solve... between all of our minds we will mastermind and find the options to best bring a win-win deal together for all parties.”

Real Estate = Helping People

“I like helping people achieve their goals,” says Dale. “It’s always about helping and serving people, whether that is helping them find their first home, getting preapproved, or getting through a stressful experience, like moving out of state.”

Now Dale helps people create financial freedom and using real estate as a vehicle to achieve wealth. He explains, “There are so many misunderstandings about real estate and what you can do with it. So many agents don’t take advantage of real estate as an investment.”

Mary enjoys the “never-ending variety of people and problems to solve” in real estate. But she wouldn’t have it any other way.

“Ultimately, I couldn’t be in a mundane job of doing the same thing every day. I like the variety of trans-



actions and problems – everything that comes with it,” she smiles.

Helping REALTORS® Succeed

“We’re in a fast-food society. People want the quick fix and to get rich quick,” says Dale. But patience is the name of the game. There is no quick way to success.

“Most people come into real estate with no experience on how to run a business. Most don’t have business, economics, or finance degrees,” says Dale. He instructs REALTORS® on how to thrive rather than just survive.

“I teach them how to set up an LLC, save for taxes, and live below their means,” says Dale. He explains that while 85-87% of agents fail in the first 18 months, he wants to change that statistic.

Mary adds, “We are constantly pushing toward never-ending improvement by training, coaching, and helping agents develop their business and life skills.” She and Dale plan on

developing more teams and helping leaders on that team reach their goals. But that only comes through hard work, drive, and dedication.

Giving Back to Others

Team Driven Real Estate believes in giving back to the community. Mary, whose youngest daughter has a form of epilepsy, is an advocate for the Epilepsy Foundation of Nevada. Recently, the brokerage donated \$4000 to this worthy cause.

Dale also gives back to the Nevada Partnership for Homeless Youth. He says, “We have remodeled two of their condos that the homeless youth live in.”

Other charity outreaches include Toys for Tots, Salvation Army, and giving back to help battered women and children. Making a difference is what it is all about.

We are honored to feature Team Driven Real Estate in this month’s issue. For more information, check out their website, teamdrivenrealestate.com.



Meet
Edie & Ralph
Rodriguez
of the Rodriguez Group

Ralph and Edie Rodriguez

You Can't Go Wrong With This Award-Winning Husband and Wife Team

With a career volume exceeding 100 million dollars, REALTORS® Edie and Ralph Rodriguez have tasted sweet success. This husband and wife team also function as team leaders for the Rodriguez Group, which they launched last year.

Ralph entered real estate six years ago, and Edie followed in his footsteps just one year later. After lending a helping hand to her husband by scheduling his appointments, it made sense that they work together. She comments, "I've always been interested in real estate and decided to get licensed."

Together, they are ranked in the Top 1% of Nevada REALTORS®. They have also earned the Nevada Rural Housing Authority Partnership Award and REALTOR® Partner of the Month.

Prior to real estate, Ralph worked as the corporate director of surveillance, security, and risk management for a group of casinos. He also served our country in the US Military and retired from the Marines after 20 years of service. Ralph is proud to be a Certified Military Relocation Professional. With his expertise, he can guide veterans



through military relocation and has lots of experience with VA loans.

Edie worked as a district and regional manager for various companies in senior management. She has a marketing background, which has helped in real estate.

Making Dreams Come True

"My favorite part of being a REALTOR® is helping people achieve homeownership and handing over their house keys," says Edie. Ralph adds, "So many of our clients never thought they could own a home." When they hand over the keys, it is a moment to celebrate.

Even in difficult deals, Edie and Ralph rise to the challenge. Ralph says, "Every transaction is different and has its own challenges. That is what makes this job so unique."

"You have to be versatile," continues Edie. "You have to quickly become a problem solver for your clients and be flexible."

Edie and Ralph do whatever it takes to get the job done. They set themselves apart from their competition



▶ a winning hand

Written by **Elizabeth McCabe**
Photos by **Neon Sun Photography**

by their knowledge of real estate and the industry. Their constant communication and availability to their clients are amazing. This dynamic duo makes themselves available for clients internationally and has been known to answer their phone at 2 a.m. for clients in Paris and India.

"We want to make sure that our client experience is a positive one for our clients," says Edie. "We want to be remembered for the difference we have made in so many families' lives, both professionally and personally. We do a lot of work for the community."

Community Impact

Edie and Ralph have started Community Caring Partners, a small group that does things for the community. Recently, they held a blood drive in their office for the Red Cross.

Through Community Caring Partners, Edie and Ralph have raised school supplies for needy students, donated coats to a coat drive, and provided gifts for those less fortunate for Christmas.

"On a monthly basis, we purchase, prepare and provide a minimum of 100 meals to the homeless," explains Edie. "We also sponsor 20-40 children who are below poverty level for Christmas and provide them with gifts."

They also volunteer for Miracle Flights regularly and volunteer with Catholic Charities. In addition, they personally support St. Jude.



Active Interests

When Edie and Ralph aren't making their clients' dreams come true, they enjoy traveling. "Our next trip is to Italy, and I'm so excited about it," says Edie.

Other pastimes include exploring local hiking trails and trying new restaurants. Edie loves to cook and is always cooking up something delicious in the kitchen. Ralph is passionate about photography, particularly astrophotography of the planets and the universe. He has lenses that can photograph the rings of Saturn and the moon.

Edie and Ralph also like to spend as much time as possible with their family. They have two adult children, aged 27. One resides in Chicago, and one purchased a home here recently.

"We also have two dogs that we are obsessed with," says Edie. Their two dogs are dog-gone adorable, a welcome sight after a hard day's work.

For more information on Edie and Ralph, check out their website: elite-propertieslasvegas.com/elite-properties-las-vegas.



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ace of the month ◀◀

Written by Elizabeth McCabe
Photography by Wild Dog Digital

MARY KAY BECKMAN

OF KELLER WILLIAMS REALTY

Mary Kay Beckman

SURVIVOR AND SUCCESS STORY!



“It was a huge leap of faith to go into real estate,” says REALTOR® Mary Kay Beckman. She has been in real estate for 14 years now and loves her profession.

When Mary Kay started real estate, she was new to Las Vegas and new to real estate. She comments, “I started at Keller Williams and did all their training. I’ve been in the top 20% of agents ever since.” Her career volume is just shy of 70 million dollars.

Mary Kay was also awarded in the Top 25 Women by the Women’s Council of REALTORS® in 2019. Other awards include Rookie of the Year in 2006 and Top Listing Team in 2007.

Her favorite part of real estate is helping people. Creating people’s dreams through real estate, whether buying or selling a home, is worth every ounce of effort.

Mary Kay’s mantra in life is “Live life, enjoy life.” She lives life with gratitude and appreciation. Helping her clients achieve their dream of homeownership, find the home of their dreams, and sell their home is rewarding. Mary Kay is appreciative of all of her clients, and they recognize her support and assistance through all aspects of the transaction.

She prides herself on dealing with different personalities and resolv-

ing conflicts to create win-win situations. With her ingenuity and creativity, she figures out how to get deals closed.

MAKING FRIENDS THROUGH REAL ESTATE

Real estate isn’t all about the transaction for Mary Kay. Her genuine care and concern for her clients speaks volumes of her heart for others.

One client told Mary Kay that she is a “caring, amazing, fun person who is incredibly good at her job.” She has been called the “rock star of the realty world” as well as having the “biggest heart.”

...

She is willing to go the “extra mile and a half if necessary.” Mary Kay also tackles situations, whether good or bad, immediately to achieve a resolution. Whether a client’s first move or 19th move, she is able to “run interference and solve problems on the spot,” according to another client.

Mary Kay’s clients often turn out to be her friends. Her commitment to them, coupled with her enthusiasm and energy, makes her a valued agent. She has held parties and get-togethers. At one party, she invited a number of clients she thought would mesh well. They are still friends to this day.

OVERCOMING THE ODDS

Mary Kay, who was brutally attacked and left for dead in 2011, didn’t let this adversity define her. Despite enduring four hospital stays that year, her

drive and determination helped her to overcome the odds. She still remained in the top 20% in the industry that year. Her appreciation for life and gratitude has grown as well as her strength. She is a stronger person today as a result.

LIFE OUTSIDE REAL ESTATE

When Mary Kay isn’t working, she enjoys spending time with her family. She has two adult children: Greg (35) and Emily (33). Greg and Emily each have a dog. “I have two grand dogs, Gilbert and Zeus,” Mary Kay smiles.

To refuel and recharge from the demands of real estate, you can find

Mary Kay at concerts, shows, and sports events. She also loves to travel.

She also delights in making a difference for others. Mary Kay supports the Nevada Partnership for Homeless Youth, the Pediatric Brain Tumor Foundation, and the Nevada Childhood Cancer Foundation.

Mary Kay aims to be remembered as “helping people with a kind, loyal, honest heart.” She has helped hundreds of clients find the home of their dreams and finds fulfillment in her career.

For more information on this month’s Ace of the Month, check out her website, marykaybeckman.com.

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Clay is also very passionate about helping our veterans, active duty military members and first responders get into new homes!!! Clay is one of three certified military mortgage boot camp instructors for the state of Nevada, which means he gets to help educate the public and his real estate partners by disproving a lot of the myths that are floating around out there about VA loans.

With Clay's extensive knowledge of Fannie Mae, Freddie Mac, FHA, Jumbo and VA guidelines, he usually knows what underwriters are going to request before we even submit an application to them! Because of this understanding of what is needed at the beginning of the mortgage process, Clay's clients can feel confident they will be getting a top-tier home loan experience.

Clay fully understands that the industry has changed and continues to change daily, monthly and on an annual basis. As a seasoned mortgage professional, Clay works diligently to stay informed and educated of frequent industry changes so that he can better serve his clients and real estate partners!

Knowledge. Experience. Customer service. Clay uses these skills to guide his clients through what might, for many of them, be the largest purchase of their life. In trying to make the transaction as stress-free as possible, Clay wants his clients to actually enjoy purchasing a new home or refinancing their current home loan.



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Q & A WITH SARAH CADIZ

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Sarah Marie Cadiz

How many years have you been a real estate agent? What year did you start?

Three years. 2016.

Why did you become a real estate agent?

I've always had a pure love for real estate, and it was also my first step into entrepreneurship, so a total win-win!

What was your total volume last year?
12M

What did you do before you became a real estate agent?

I came from the hospitality background. I started cocktailting / serving in California then on the strip once I moved here eight years ago.

What awards have you achieved?

Globally recognized from the entire brand of Coldwell Banker's Top 30 under 30. Top 40 under 40 REALTORS® in Las Vegas. CBPR's Rookie of the Year, President's Circle & Horizon Award. One of CBPR's Top 25 agents for the whole year. Top 250 in Clark County last year Q4. Last year I was also in the Top 5% of all active agents in LV.

What is your favorite part of being a real estate agent?

I have a true passion for helping others, along with an innate ability to understand and relate to people. I am very fulfilled when I can help make their real estate dreams a reality.

Define success.

Success means following your dreams. Getting to the top and striving to be even better. Also, having balance in your life is key!

What has been a game-changer for you in your business?

Persistence. I feel a lot of transactions I've closed are ones that several agents would give up on. I keep con-

stantly pushing, all while maintaining an average sales price that's nearly double than the market average.

What does your typical day look like?

I start my day by writing affirmations and try to have time to meditate to clear my head before I start work. I split my time between my home office and work office. I catch up on emails, prospect in the mornings, and handle appointments in the afternoon when possible.

What makes you different?

I pride myself on integrity and dedication. I truly feel that the connections I make with my clients are exceptional. I genuinely try to be the nicest and most caring to anyone that I cross paths with. I think that if your heart is in the right place and genuinely care about people / clients. Everything else will fall into place, and success will follow.

Where do you feel you can still improve in your business the most?

Like all REALTORS®... Time management is big for me. In 2020 I'm focusing a lot more time on being more organized as well.

What keeps you engaged and excited to continue doing what you are doing?

I love the fact that every day is something different. No two deals are the same, and can honestly say that I always learn something new with every deal.

Is there any tech that you love using for your business?

Not really. I take advantage of the technology that my brokerage offers, and that has been sufficient up until now.

Tell us about your family.

I married my amazing husband, Kevin, just over a year ago. My two fur babies. I also have two wonderful loving parents and I'm very close with my Grandma.



What are your hobbies and interests outside the business?

I love spending time with family and taking my two little Maltipoos to the park. LOVE traveling. Hiking, Cycling, Swimming at the pool. Watching movies and reading books!

Are there any organizations or charities that you support?

American Cancer Society (Relay For Life). Also, I feed the homeless at Las Vegas Rescue Mission fairly often.

What are your short- and long-term goals?

Short term, I'm working on saving more money and investing. As well as give back to more charities. Long term, I want to be one of the top 25 agents in Las Vegas and broaden into other markets too. I always want to keep growing my education and sharpening my skill set! Along with a long, happy marriage, all while living my best life!

What is your favorite quote?

"The Question Isn't Who Is Going To Let Me; It's Who Is Going To Stop Me"--Ayn Rand

How do you manage work/life balance?

I've learned you really need to stick to your calendar and know when to say "no." Need to plan your family time the same way you plan your work time.

(Please note CBPR means my brokerage:)

Meet Ramin Rostamzadeh

Owner of TLC Flooring Boutique

*26 Years of Flooring
Experience Reflected in
Customer Care
and Satisfaction!*

►► premier partner

Written by **Elizabeth McCabe**
Photos by **Ati Grinspun Photography**

If you're looking for flooring for your home or business, TLC Flooring Boutique has you covered. Ramin Rostamzadeh, owner of TLC Flooring Boutique, has been in the flooring industry for 26 years. He loves what he does, and it shows with his enthusiasm and his commitment to customer satisfaction.

Prior to being the owner of TLC Flooring Boutique, Ramin was in the casino industry. He says, "This is more rewarding and more tangible." It's also a lot more profitable for this successful business owner, who took over TLC Flooring Boutique in 2004. They have two locations – on Hacienda and Blue Diamond.



Ramin Rostamzadeh

Rewarded with Happy Customers

"We can see people's houses change and see the glow in their faces when they see all the improvements (with their flooring)," says Ramin. "It's more than they anticipated." There is nothing like seeing the reward of your labor with smiling faces and appreciative clients.

Ramin has even seen clients track him down to say hello. He has made a lot of friends in the flooring industry. Transforming people's houses into homes with flooring makes each day rewarding.

Services Offered

With over 1 million square feet of carpet, laminate, ceramic tile, porcelain tile, and luxury vinyl flooring in stock, it's no wonder why customers frequent TLC Flooring Boutique again and again. They are proud to be the only store in Vegas with an incredible selection. Best of all, flooring is ready for installation. Granite, slabs, and prefabs are also available for purchase.

TLC Flooring Boutique has the largest selection of name brand, waterproof materials in Las Vegas. With 150-160 materials in stock, the options are endless for those looking for flooring.

"If we don't have what you are looking for, we can get it in 99% of the time," says Ramin.

Why Choose TLC Flooring Boutique

People choose TLC Flooring Boutique because of their staff's responsiveness and one-on-one attention that they give clients. Ramin is available to his clients at almost any time of the day. He aims to exceed his customers' expectations each and every time.

As Ramin says, "Once customers come here, they don't go anywhere else. They get their money's worth."

REALTORS® also choose TLC Flooring Boutique for their flooring needs. When they want to get the job done fast, TLC Flooring Boutique doesn't disappoint. A lot of clients come out of state looking for flooring ready to install. They are pleased with the selection at TLC Flooring Boutique. After all, why wait for flooring to be ordered when you don't have to?

Committed to the Community

Others choose TLC Flooring Boutique because of their commitment to the community. Ramin and the dedicated staff take a stand against breast cancer. Mohawk, which manufactures carpets and their underlying cushion, donates a portion of every SmartCushion to SUSAN G. KOMEN® for ongoing breast cancer research.

Shaw Floors, which are sold at TLC Flooring Boutique, also make a difference to fight cancer. Their unwavering support of St. Jude's Children's Research Hospital is admirable, donating \$10 million since 2012.

TLC Flooring Boutique also gives back to the community by supporting a number of additional charities.

Contact TLC Flooring Boutique Today
Life is too short to have dated or dreary flooring. Invest in your home before putting it on the market. The options are endless to enhance your living space. For more information, check out tlcflooringlv.com or call 702-258-7777.

TLC The Flooring Boutique

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(702) 248-7777
Showroom
Mon-Sat 10am-5pm • Sun By appointment only

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